

*Separate Statement of
Commissioner James H. Quello*

RE: Assignment of License (Shelbyville, Tennessee)

Twenty years ago, the Commission addressed the need for diversity in broadcasting by ruling that no entity could own both a daily newspaper and a broadcast station in the same market. At a time when competition from other media was a futuristic vision, this rule served a useful purpose. As I have noted before, today's broadcasters confront a reality featuring increased cable penetration, emerging MMDS systems, and nationwide DBS. Soon to come are satellite DARS and video dialtone.

I believe that this prohibition should be reexamined as part of the overall reevaluation of our multiple ownership rules. We must ensure that broadcasters can continue to compete in today's increasingly competitive atmosphere. Allowing a newspaper to devote its reporting resources to the enhancement of a station's broadcast news programming could be an economical way of expanding local programming. At the same time, we must be cognizant of the need to enhance diversity, particularly in small markets with fewer media voices. In any event, expansion of our waiver policy is not the proper mechanism for changing this rule -- particularly a rule that can only be changed through Congressional action.

I therefore concur in this Memorandum Opinion and Order to deny Shelbyville Publishing's request for waiver and the application to assign WLII.

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